

Molly Siskovic

Pittsburgh, PA | mollysiskovic@gmail.com | 603-370-7438

PROFESSIONAL SUMMARY

Strategic marketing and communications professional with experience leading cross-functional initiatives, building stakeholder relationships, and executing high-impact programs across agriculture and sustainability. Recognized for solving complex challenges, learning new systems quickly, and translating business goals into clear marketing strategies that drive engagement, growth, and operational efficiency. Combines analytical thinking with a strong execution mindset to deliver measurable results.

CORE COMPETENCIES

Marketing Strategy • Integrated Communications • Cross-Functional Leadership • Stakeholder Engagement • Digital Marketing • Content Strategy • SEO • Campaign Execution • Process Improvement • Sales Enablement • Website Management • Project Management • Customer Experience • Change Management

PROFESSIONAL EXPERIENCE

Marketing & Communications Consultant | Self-Employed | Remote

Aug 2025 – Present

- Partner with small businesses and nonprofit organizations to identify growth opportunities, target audiences, and messaging strategies that improve engagement and conversion.
- Develop and execute integrated digital marketing plans across web, email, organic social, and paid channels aligned to client goals.
- Audit and optimize website content, structure, and SEO performance to increase search visibility and user experience.
- Create and refresh sales enablement materials, marketing collateral, and customer-facing content to support revenue growth.
- Build trusted client relationships through responsive communication, thoughtful problem solving, and results-focused execution.

Associate Marketing Manager | Land O'Lakes Inc. – Truterra | Remote

Jun 2025 – Aug 2025

- Partnered with cross-functional leaders to develop business strategies and align teams around profitability and growth objectives.
- Supported launch planning and go-to-market execution for new farmer sustainability programs and service offerings.
- Led communications strategy for products, services, and strategic updates in collaboration with corporate communications partners.

- Developed customer-ready sales enablement tools that simplified complex offerings for upstream and downstream audiences.
- Provided pricing guidance and proposal support for new products and services.

Program Communications Manager | Land O'Lakes Inc. – Truterra | Remote

Jan 2024 – Jun 2025

- Led communications strategy for farmers and ag retailers participating in sustainability programs, including customer journeys, email campaigns, and technical requirements.
- Built strong internal partnerships to align messaging across business priorities, products, and service offerings.
- Developed reports and performance insights to evaluate campaign effectiveness and identify strategic improvement opportunities.
- Collaborated with brand marketing teams to ensure alignment of creative assets, messaging, and budgeted initiatives.
- Worked closely with technology teams to prioritize communications enhancements and improve execution efficiency.

Digital Enablement Analyst | Land O'Lakes Inc. – WinField United | Remote

Mar 2022 – Jan 2024

- Supported digital enablement strategy for 80+ agricultural retail cooperatives, improving access to marketing tools and resources.
- Served as Scrum Product Owner, prioritizing backlogs, refining stories, and driving continuous platform enhancements.
- Managed customer support resources and design workflows to improve service delivery and responsiveness.
- Led customer onboarding, website redesign, and implementation projects with internal and external partners.
- Improved user experience and SEO performance for the Kentico CMS platform through cross-functional collaboration.
- Created training programs, newsletters, and support resources to increase platform adoption and customer success.
- Led launch of the ATLAS Support website featuring training materials, product support, and best practices.

Marketing & Communications Manager | Dairy One Cooperative | Ithaca, NY

Aug 2019 – Mar 2022

- Planned and executed marketing campaigns for multiple products and services across digital and traditional channels.
- Supported launches of new offerings through comprehensive communications and go-to-market strategies.

- Partnered with sales teams, field staff, and subject matter experts to translate technical concepts into customer-friendly content.
- Managed websites, social media channels, and analytics reporting for leadership and board stakeholders.
- Supervised marketing intern and supported broader administrative team management.
- Served as Salesforce administrator, providing training, user support, and implementation assistance.

Assistant Marketing & Communications Manager | Dairy One Cooperative | Ithaca, NY

Jan 2018 – Aug 2019

- Created and managed content for websites, social media, campaigns, and educational materials across business units.
- Reestablished social media presence and launched new Instagram initiatives to expand audience engagement.
- Helped implement ongoing customer feedback surveys and translated findings into actionable recommendations.
- Developed brand and style guidelines to improve consistency and strengthen organizational identity.

Retail Account Representative | Cargill Animal Nutrition | Northeast U.S.

May 2016 – Dec 2017

- Managed 100+ retail accounts across New England and eastern New York, strengthening customer relationships and market presence.
- Built partnerships with district and store managers to improve product training, placement, and promotional execution.
- Planned educational events focused on poultry and equine nutrition to drive brand awareness and sales.
- Delivered engaging training materials and product knowledge resources for retail teams.

EDUCATION

Murray State University — Master of Science in Agriculture, Emphasis in Agribusiness

Murray, KY | May 2019

Cazenovia College — Bachelor of Professional Studies in Management

Cazenovia, NY | May 2016

TECHNOLOGY & PLATFORMS

Google Analytics • Looker Studio • Google Search Console • WordPress • Squarespace • Wix • Azure DevOps • Salesforce Marketing Cloud • Salesforce Sales Cloud • Mailchimp • Constant Contact • Adobe Creative Suite • Kentico CMS